Hair Extension Business Advantage

Name

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Hair extension business has been a consistent brand in the beauty industry. The business has managed to obtain a competitive advantage based on their approaches to managing their operations and focusing on the value of customers. For instance, the hair business organization has utilized the cost leadership strategy, which has influenced the productivity and competitive advantage in the beauty industry (Kharub, Mor, & Sharma, 2018). Also, the beauty business has been consistently delivering their promises to their customers due to the implementation of strategic business approaches such as attractiveness and customer satisfaction objective.

Hair extension business has managed to utilize the cost leadership strategy which focuses on the evaluation of the consumers’ preferences, the products they require, the prices they’re willing to pay, and the channels of communication that facilitates the effectiveness of advertisements. The strategy of cost leadership tends to enhance the productivity of the organization and the strengthening of the company’s brand. Cost leadership has also facilitated the strategy of allowing the company to offer products and services at lower costs, maximization of product efficiency, and a defined organizational process of delivering the products and services (Kharub, Mor, & Sharma, 2018). Cost leadership also utilizes the approach of the division of labor, whereby the company recruits and trains new employees rather than hiring the experienced and expensive candidates. The method helps in reducing the production costs hence; improves the opportunities of offering beauty products at lower prices.

Moreover, the hair extension business has a competitive advantage in the beauty industry. The approach of using franchises andcharters influences the new market entry, which has facilitated the increase of the businesses branches. Also, product and service homogeneity has an advantage whereby the use of a similar product production helps in focusing on appearances o the products that satisfies the customers’ preferences. Cheap products are also considered a competitive advantage alongside the beauty industry (Crittenden, W., Crittenden, V., & Pierpont, 2015). Customers have the attribute of choosing the products of the company based on their efforts in value propositions focusing on quality and effective products. The low prices and the high quality of the products should as well be an aspect of attracting consumers. Quality experience and hygiene have also provided an attractive perspective towards the approach of enhancing customer satisfaction. For instance, the hair extension business brand has focused on offering quality products which enhances the quality experience of the consumers.

Furthermore, the hair extension business has a selected audience. For instance, the company defines their different types of hair products for the young girls, elderly women, and cancer surviving patients, beauty business agents, and salon businesses agents, among others. The target consumers have the attribute of accessing the products and services at any given time. Also, the hair extension business has defined promises that influence the approach of delivering effective and efficient products and services. The customers are given the expectations of the business (Crittenden, W., Crittenden, V., & Pierpont, 2015). For instance, the hair extension business promised to become a leading company that offers diverse sets of hair extensions that fits the expectations of the consumers. The brand also promises to provide effortless, satisfying, and attractive products. The promises as well involve the aspect of excellent services, clean products, and value-oriented expectations. The brand also promises reasonably priced products and services, consistent beauty products, and effective products delivered within clean and quality environments as a way of enhancing customer satisfaction.

Additionally, the hair extension business has created value for the products by aiming at improving customer satisfaction. The value proposition focuses on the provision of products and services that supports consumer preferences. For instance, the business’ branches are located in convenient places such as urban and busy areas such as city malls and beauty and parlor spas. The strategy is based on enhancing recognition and increasing the chances of having maximum customers. Value creation is also facilitated by the fast services, distinctive products, affordable prices, a wide range of hair extension products, and the focus on consumer satisfaction. The hair extension business also uses the differentiation strategy in marketing, which focuses on delivering messages to the targeted audience (Kimpakom & Tocquer, 2010). For example, the company uses social media platforms which are deemed to have a wide range of audience who responds to the company’s demands. The strategy of offering discounts and bonuses is also useful in attracting targeted consumers. Brand recognition and focus on customer’s preferences and the high quality have been influential in the marketing strategy of the organization. Therefore, the company’s success has been influenced by the implementation of diversified approaches that promotes value to the consumers.

References

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